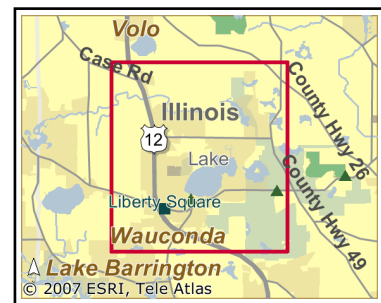
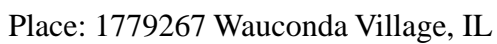


March 29, 2007





Place: 1779267 Wauconda Village, IL



2000 Total Population	9,448
2000 Group Quarters	115
2006 Total Population	12,417
2011 Total Population	13,811
2006 - 2011 Annual Rate	2.15%



2000 Households	3,611
2000 Average Household Size	2.58
2006 Households	4,568
2006 Average Household Size	2.7
2011 Households	5,038
2011 Average Household Size	2.72
2006 - 2011 Annual Rate	1.98%
2000 Families	2,405
2000 Average Family Size	3.16
2006 Families	3,144
2006 Average Family Size	3.24
2011 Families	3,406
2011 Average Family Size	3.3
2006 - 2011 Annual Rate	1.61%



<b>2000 Housing Units</b>	3,822
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	5.5%
<b>2006 Housing Units</b>	4,851
Owner Occupied Housing Units	79.9%
Renter Occupied Housing Units	14.2%
Vacant Housing Units	5.8%
<b>2011 Housing Units</b>	5,331
Owner Occupied Housing Units	80.1%
Renter Occupied Housing Units	14.4%
Vacant Housing Units	5.5%

## Median Household Income

2000	\$57,577
2006	\$73,297
2011	\$84,185

## Median Home Value

2000	\$151,181
2006	\$263,455
2011	\$332,667

## Per Capita Income

2000	\$26,355
2006	\$33,794
2011	\$40,725

## Median Age

2000	35.8
2006	39.7
2011	40.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



Place: 1779267 Wauconda Village, IL



### 2000 Households by Income

Household Income Base	3,584
< \$15,000	8.4%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	25.9%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	3.5%
\$200,000+	2.1%
Average Household Income	\$66,630

### 2006 Households by Income

Household Income Base	4,567
< \$15,000	6.4%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	20.1%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	5.4%
\$200,000+	5.6%
Average Household Income	\$91,102

### 2011 Households by Income

Household Income Base	5,037
< \$15,000	5.2%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	24.7%
\$150,000 - \$199,999	6.9%
\$200,000+	8.9%
Average Household Income	\$110,673

### 2000 Owner Occupied HUs by Value

Total	2,874
<\$50,000	4.8%
\$50,000 - 99,999	11.8%
\$100,000 - 149,999	32.6%
\$150,000 - 199,999	26.5%
\$200,000 - \$299,999	18.0%
\$300,000 - 499,999	6.1%
\$500,000 - 999,999	0.3%
\$1,000,000+	0.0%
Average Home Value	\$165,848

### 2000 Specified Renter Occupied HUs by Contract Rent

Total	734
With Cash Rent	96.7%
No Cash Rent	3.3%
Median Rent	\$720
Average Rent	\$715

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



Place: 1779267 Wauconda Village, IL



**2000 Population by Age**

Total	9,448
0 - 4	7.5%
5 - 9	7.3%
10 - 14	6.6%
15 - 19	5.7%
20 - 24	5.2%
25 - 34	15.9%
35 - 44	20.0%
45 - 54	12.5%
55 - 64	8.0%
65 - 74	6.0%
75 - 84	3.8%
85+	1.6%
18+	74.9%

**2006 Population by Age**

Total	12,415
0 - 4	6.7%
5 - 9	7.1%
10 - 14	7.5%
15 - 19	6.0%
20 - 24	4.5%
25 - 34	11.4%
35 - 44	17.2%
45 - 54	16.6%
55 - 64	11.1%
65 - 74	6.0%
75 - 84	4.2%
85+	1.6%
18+	75.0%

**2011 Population by Age**

Total	13,810
0 - 4	6.6%
5 - 9	6.7%
10 - 14	7.7%
15 - 19	6.7%
20 - 24	4.4%
25 - 34	10.3%
35 - 44	14.6%
45 - 54	19.0%
55 - 64	11.7%
65 - 74	6.6%
75 - 84	3.9%
85+	1.8%
18+	75.0%

**2000 Population by Sex**

Males	50.5%
Females	49.5%

**2006 Population by Sex**

Males	50.8%
Females	49.2%

**2011 Population by Sex**

Males	51.1%
Females	48.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



Place: 1779267 Wauconda Village, IL



### 2000 Population by Race/Ethnicity

Total	9,448
White Alone	90.2%
Black Alone	0.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.8%
Some Other Race Alone	6.4%
Two or More Races	0.9%
Hispanic Origin	11.9%
Diversity Index	35.6

### 2006 Population by Race/Ethnicity

Total	12,416
White Alone	88.9%
Black Alone	0.6%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.2%
Some Other Race Alone	6.9%
Two or More Races	1.1%
Hispanic Origin	14.1%
Diversity Index	40.2

### 2011 Population by Race/Ethnicity

Total	13,811
White Alone	85.7%
Black Alone	0.7%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	2.8%
Some Other Race Alone	8.9%
Two or More Races	1.3%
Hispanic Origin	18.3%
Diversity Index	48.5



### 2000 Population 3+ by School Enrollment

Total	8,977
Enrolled in Nursery/Preschool	2.5%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.6%
Enrolled in Grade 9-12	4.6%
Enrolled in College	3.7%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	75.2%

### 2000 Population 25+ by Educational Attainment

Total	6,498
Less than 9th Grade	5.1%
9th - 12th Grade, No Diploma	8.3%
High School Graduate	32.0%
Some College, No Degree	24.8%
Associate Degree	5.8%
Bachelor's Degree	18.1%
Master's/Prof/Doctorate Degree	5.9%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



Place: 1779267 Wauconda Village, IL



**2000 Population 15+ by Sex and Marital Status**

Total	7,397
Females	49.7%
Never Married	8.0%
Married, not Separated	29.0%
Married, Separated	0.8%
Widowed	5.2%
Divorced	6.7%
Males	50.3%
Never Married	13.4%
Married, not Separated	30.2%
Married, Separated	1.0%
Widowed	0.4%
Divorced	5.2%



**2000 Population 16+ by Employment Status**

Total	7,292
In Labor Force	75.3%
Civilian Employed	72.4%
Civilian Unemployed	2.8%
In Armed Forces	0.0%
Not in Labor Force	24.7%

**2006 Civilian Population 16+ in Labor Force**

Civilian Employed	94.6%
Civilian Unemployed	5.4%

**2011 Civilian Population 16+ in Labor Force**

Civilian Employed	95.0%
Civilian Unemployed	5.0%

**2000 Females 16+ by Employment Status and Age of Children**

Total	3,583
Own Children < 6 Only	10.0%
Employed/in Armed Forces	6.7%
Unemployed	0.0%
Not in Labor Force	3.3%
Own Children < 6 and 6-17 Only	5.1%
Employed/in Armed Forces	2.7%
Unemployed	0.5%
Not in Labor Force	1.9%
Own Children 6-17 Only	20.3%
Employed/in Armed Forces	16.8%
Unemployed	0.2%
Not in Labor Force	3.4%
No Own Children < 18	64.5%
Employed/in Armed Forces	39.4%
Unemployed	0.7%
Not in Labor Force	24.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.



Place: 1779267 Wauconda Village, IL

**2006 Employed Population 16+ by Industry**

Total	6,846
Agriculture/Mining	0.7%
Construction	13.3%
Manufacturing	12.8%
Wholesale Trade	6.5%
Retail Trade	11.7%
Transportation/Utilities	4.6%
Information	2.3%
Finance/Insurance/Real Estate	7.5%
Services	38.9%
Public Administration	1.6%

**2006 Employed Population 16+ by Occupation**

Total	6,844
White Collar	60.7%
Management/Business/Financial	14.0%
Professional	17.6%
Sales	14.3%
Administrative Support	14.8%
Services	13.5%
Blue Collar	25.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	10.8%
Installation/Maintenance/Repair	3.7%
Production	4.7%
Transportation/Material Moving	6.4%

**2000 Workers 16+ by Means of Transportation to Work**

Total	5,176
Drove Alone - Car, Truck, or Van	82.3%
Carpooled - Car, Truck, or Van	10.9%
Public Transportation	1.3%
Walked	1.5%
Other Means	1.4%
Worked at Home	2.6%

**2000 Workers 16+ by Travel Time to Work**

Total	5,176
Did Not Work at Home	97.4%
Less than 5 minutes	3.2%
5 to 9 minutes	11.6%
10 to 19 minutes	19.4%
20 to 24 minutes	9.6%
25 to 34 minutes	17.5%
35 to 44 minutes	13.5%
45 to 59 minutes	11.1%
60 to 89 minutes	7.9%
90 or more minutes	3.7%
Worked at Home	2.6%
Average Travel Time to Work (in min)	30.9

**2000 Households by Vehicles Available**

Total	3,608
None	6.1%
1	31.4%
2	45.9%
3	12.7%
4	2.7%
5+	1.2%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



Place: 1779267 Wauconda Village, IL



### 2000 Households by Type

Total	3,611
Family Households	66.6%
Married-couple Family	54.2%
With Related Children	27.5%
Other Family (No Spouse)	12.4%
With Related Children	7.1%
Nonfamily Households	33.4%
Householder Living Alone	27.4%
Householder Not Living Alone	6.0%

Households with Related Children	34.6%
Households with Persons 65+	20.6%

### 2000 Households by Size

Total	3,611
1 Person Household	27.4%
2 Person Household	32.3%
3 Person Household	15.0%
4 Person Household	14.2%
5 Person Household	7.0%
6 Person Household	2.2%
7+ Person Household	2.0%

### 2000 Households by Year Householder Moved In

Total	3,608
Moved in 1999 to March 2000	13.5%
Moved in 1995 to 1998	34.3%
Moved in 1990 to 1994	25.6%
Moved in 1980 to 1989	13.1%
Moved in 1970 to 1979	4.8%
Moved in 1969 or Earlier	8.7%
Median Year Householder Moved In	1995



### 2000 Housing Units by Units in Structure

Total	3,835
1, Detached	66.6%
1, Attached	7.8%
2	2.4%
3 or 4	5.6%
5 to 9	6.0%
10 to 19	2.3%
20+	2.6%
Mobile Home	6.7%
Other	0.0%

### 2000 Housing Units by Year Structure Built

Total	3,835
1999 to March 2000	2.4%
1995 to 1998	11.2%
1990 to 1994	20.9%
1980 to 1989	11.7%
1970 to 1979	11.0%
1969 or Earlier	42.9%
Median Year Structure Built	1976

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Place: 1779267 Wauconda Village, IL

### Top 3 Tapestry Segments

1.	Sophisticated Squires
2.	In Style
3.	Main Street, USA



**2006 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$11,773,785
Average Spent	\$2,577.45
Spending Potential Index	95
Computers & Accessories: Total \$	\$1,573,711
Average Spent	\$344.51
Spending Potential Index	134
Education: Total \$	\$7,040,004
Average Spent	\$1,541.16
Spending Potential Index	136
Entertainment/Recreation: Total \$	\$19,778,522
Average Spent	\$4,329.80
Spending Potential Index	131
Food at Home: Total \$	\$27,086,424
Average Spent	\$5,929.60
Spending Potential Index	121
Food Away from Home: Total \$	\$19,268,981
Average Spent	\$4,218.25
Spending Potential Index	126
Health Care: Total \$	\$19,882,053
Average Spent	\$4,352.46
Spending Potential Index	118
HH Furnishings & Equipment: Total \$	\$11,868,756
Average Spent	\$2,598.24
Spending Potential Index	118
Investments: Total \$	\$33,070,465
Average Spent	\$7,239.59
Spending Potential Index	155
Retail Goods: Total \$	\$141,814,379
Average Spent	\$31,045.18
Spending Potential Index	119
Shelter: Total \$	\$87,580,143
Average Spent	\$19,172.54
Spending Potential Index	134
TV/Video/Sound Equipment: Total \$	\$6,188,921
Average Spent	\$1,354.84
Spending Potential Index	124
Travel: Total \$	\$11,162,651
Average Spent	\$2,443.66
Spending Potential Index	137
Vehicle Maintenance & Repairs: Total \$	\$6,183,005
Average Spent	\$1,353.55
Spending Potential Index	126

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.



# Demographic and Income Profile

Prepared by Lake County Partners

Place: 1779267 Wauconda Village, IL

Summary	2000	2006	2011
Population	9,448	12,417	13,811
Households	3,611	4,568	5,038
Families	2,405	3,144	3,406
Average Household Size	2.58	2.70	2.72
Owner Occupied HUs	2,909	3,878	4,271
Renter Occupied HUs	702	690	767
Median Age	35.8	39.7	40.5

Trends: 2006-2011 Annual Rate	Area	National
Population	2.15%	1.30%
Households	1.98%	1.33%
Families	1.61%	1.08%
Owner HHs	1.95%	1.41%
Median Household Income	2.81%	3.32%

	2000		2006		2011	
Households by Income	Number	Percent	Number	Percent	Number	Percent
< \$15,000	301	8.4%	293	6.4%	260	5.2%
\$15,000 - \$24,999	358	10.0%	267	5.8%	238	4.7%
\$25,000 - \$34,999	284	7.9%	317	6.9%	298	5.9%
\$35,000 - \$49,999	579	16.2%	500	10.9%	414	8.2%
\$50,000 - \$74,999	927	25.9%	956	20.9%	925	18.4%
\$75,000 - \$99,999	555	15.5%	917	20.1%	863	17.1%
\$100,000 - \$149,999	380	10.6%	815	17.8%	1,242	24.7%
\$150,000 - \$199,000	126	3.5%	247	5.4%	350	6.9%
\$200,000+	74	2.1%	255	5.6%	447	8.9%
Median Household Income	\$57,577		\$73,297		\$84,185	
Average Household Income	\$66,630		\$91,102		\$110,673	
Per Capita Income	\$26,355		\$33,794		\$40,725	

	2000		2006		2011	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	708	7.5%	838	6.7%	917	6.6%
5 - 9	687	7.3%	878	7.1%	923	6.7%
10 - 14	626	6.6%	935	7.5%	1,058	7.7%
15 - 19	539	5.7%	744	6.0%	920	6.7%
20 - 24	492	5.2%	560	4.5%	610	4.4%
25 - 34	1,498	15.9%	1,418	11.4%	1,427	10.3%
35 - 44	1,887	20.0%	2,135	17.2%	2,015	14.6%
45 - 54	1,185	12.5%	2,055	16.6%	2,624	19.0%
55 - 64	752	8.0%	1,374	11.1%	1,618	11.7%
65 - 74	563	6.0%	751	6.0%	912	6.6%
75 - 84	357	3.8%	525	4.2%	540	3.9%
85+	154	1.6%	202	1.6%	246	1.8%

	2000		2006		2011	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	8,526	90.2%	11,032	88.9%	11,841	85.7%
Black Alone	39	0.4%	72	0.6%	99	0.7%
American Indian Alone	25	0.3%	51	0.4%	71	0.5%
Asian Alone	169	1.8%	264	2.1%	374	2.7%
Pacific Islander Alone	4	0.0%	8	0.1%	9	0.1%
Some Other Race Alone	600	6.4%	853	6.9%	1,235	8.9%
Two or More Races	85	0.9%	136	1.1%	182	1.3%
Hispanic Origin (Any Race)	1,125	11.9%	1,753	14.1%	2,533	18.3%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

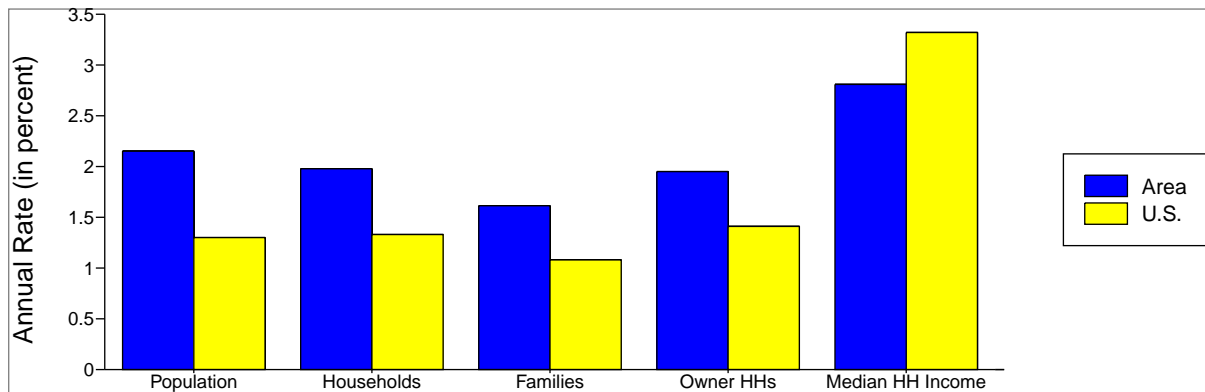


# Demographic and Income Profile

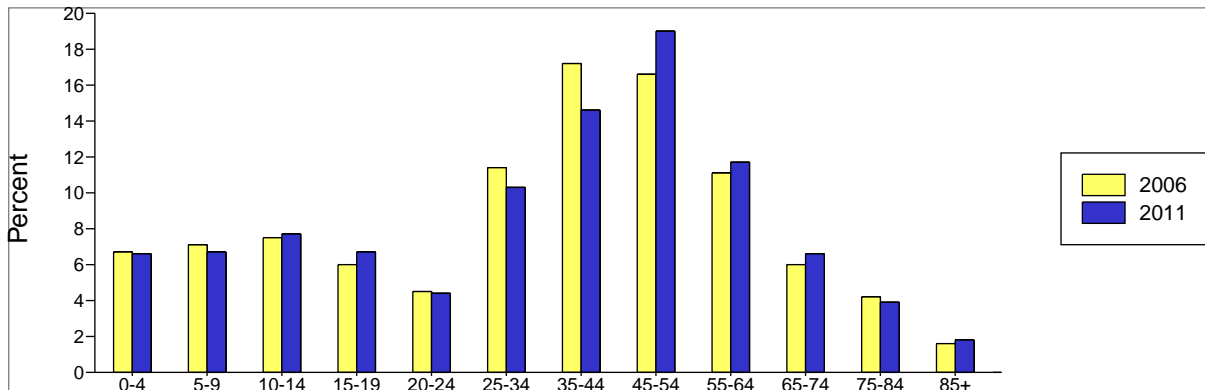
Prepared by Lake County Partners

Place: 1779267 Wauconda Village, IL

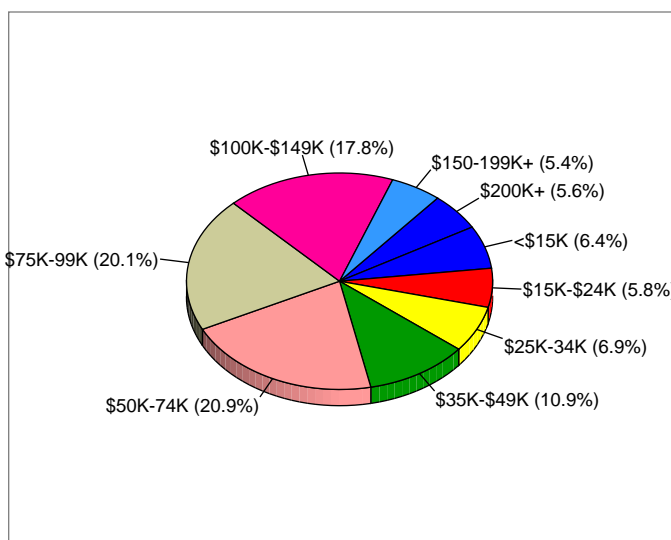
Trends 2006-2011



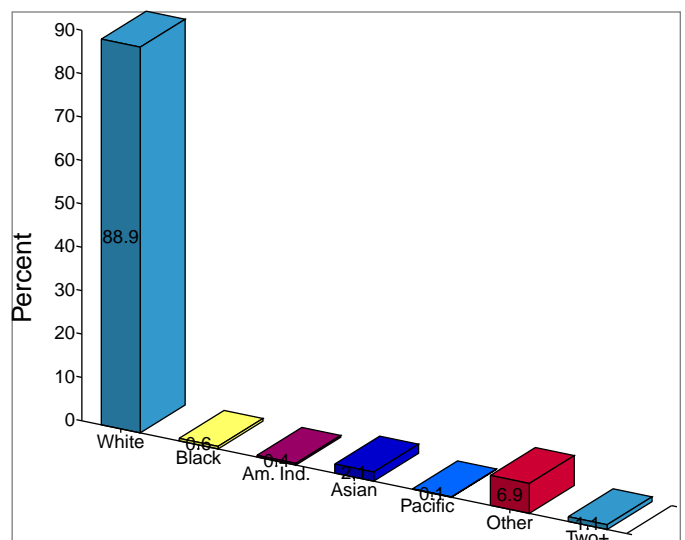
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 14.1%



**Place: 1779267 Wauconda Village, IL**

2000 Total Population	9,448	2000 Median HH Income	\$57,577
2006 Total Population	12,417	2006 Median HH Income	\$73,297
2011 Total Population	13,811	2011 Median HH Income	\$84,185
2006 - 2011 Annual Rate	2.15%	2006 - 2011 Annual Rate	2.81%

**Housing Units by Occupancy Status and Tenure**

	Census 2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	3,822	100.0%	4,851	100.0%	5,331	100.0%
Occupied	3,611	94.5%	4,568	94.2%	5,038	94.5%
Owner	2,909	76.1%	3,878	79.9%	4,271	80.1%
Renter	702	18.4%	690	14.2%	767	14.4%
Vacant	211	5.5%	283	5.8%	293	5.5%

**Owner Occupied Housing Units by Value**

	Census 2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
Total	2,874	100.0%	3,881	100.0%	4,271	100.0%
< \$10,000	9	0.3%	7	0.2%	7	0.2%
\$10,000 - \$14,999	0	0.0%	4	0.1%	4	0.1%
\$15,000 - \$19,999	17	0.6%	0	0.0%	3	0.1%
\$20,000 - \$24,999	17	0.6%	4	0.1%	0	0.0%
\$25,000 - \$29,999	44	1.5%	11	0.3%	4	0.1%
\$30,000 - \$34,999	18	0.6%	9	0.2%	7	0.2%
\$35,000 - \$39,999	13	0.5%	13	0.3%	9	0.2%
\$40,000 - \$49,999	20	0.7%	45	1.2%	20	0.5%
\$50,000 - \$59,999	83	2.9%	17	0.4%	39	0.9%
\$60,000 - \$69,999	33	1.1%	15	0.4%	19	0.4%
\$70,000 - \$79,999	24	0.8%	18	0.5%	15	0.4%
\$80,000 - \$89,999	58	2.0%	46	1.2%	15	0.4%
\$90,000 - \$99,999	140	4.9%	21	0.5%	17	0.4%
\$100,000 - \$124,999	371	12.9%	47	1.2%	75	1.8%
\$125,000 - \$149,999	566	19.7%	106	2.7%	42	1.0%
\$150,000 - \$174,999	508	17.7%	320	8.2%	74	1.7%
\$175,000 - \$199,999	253	8.8%	294	7.6%	180	4.2%
\$200,000 - \$249,999	345	12.0%	805	20.7%	555	13.0%
\$250,000 - \$299,999	171	5.9%	589	15.2%	699	16.4%
\$300,000 - \$399,999	144	5.0%	673	17.3%	1,076	25.2%
\$400,000 - \$499,999	32	1.1%	294	7.6%	516	12.1%
\$500,000 - \$749,999	0	0.0%	365	9.4%	498	11.7%
\$750,000 - \$999,999	8	0.3%	73	1.9%	230	5.4%
\$1,000,000+	0	0.0%	105	2.7%	167	3.9%
Median Value	\$151,181		\$263,455		\$332,667	
Average Value	\$165,848		\$328,172		\$401,837	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



Place: 1779267 Wauconda Village, IL

## Census 2000 Vacant Housing Units by Status

	Number	Percent
Total	211	100.0%
For Rent	42	19.9%
For Sale Only	70	33.2%
Rented/Sold, Unoccupied	5	2.4%
Seasonal/Recreational/Occasional Use	67	31.8%
For Migrant Workers	0	0.0%
Other Vacant	27	12.8%

## Census 2000 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	3,611	2,909	80.6%
15 - 24	90	25	27.8%
25 - 34	665	451	67.8%
35 - 44	1,013	819	80.8%
45 - 54	699	593	84.8%
55 - 64	466	424	91.0%
65 - 74	373	327	87.7%
75 - 84	240	214	89.2%
85+	65	56	86.2%

## Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	3,611	2,909	80.6%
White Alone	3,413	2,808	82.3%
Black Alone	16	12	75.0%
American Indian Alone	4	2	50.0%
Asian Alone	42	32	76.2%
Pacific Islander Alone	1	0	0.0%
Some Other Race Alone	116	42	36.2%
Two or More Races	19	13	68.4%
Hispanic Origin	226	99	43.8%

## Census 2000 Housing Units by Units in Structure and Occupancy

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	3,835	100.0%	3,608	100.0%
1, Detached	2,555	66.6%	2,470	68.5%
1, Attached	298	7.8%	273	7.6%
2	92	2.4%	74	2.1%
3 to 4	213	5.6%	192	5.3%
5 to 9	232	6.0%	220	6.1%
10 to 19	88	2.3%	50	1.4%
20 to 49	65	1.7%	65	1.8%
50 or More	36	0.9%	36	1.0%
Mobile Home	256	6.7%	228	6.3%
Other	0	0.0%	0	0.0%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Place: 1779267 Wauconda Village, IL

## Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Cost

	Number	Percent
Total	2,377	100.0%
With Mortgage	1,890	79.5%
<\$200	0	0.0%
\$200 - \$299	0	0.0%
\$300 - \$399	0	0.0%
\$400 - \$499	8	0.3%
\$500 - \$599	47	2.0%
\$600 - \$699	33	1.4%
\$700 - \$799	32	1.3%
\$800 - \$899	49	2.1%
\$900 - \$999	75	3.2%
\$1000 - \$1249	354	14.9%
\$1250 - \$1499	559	23.5%
\$1500 - \$1999	547	23.0%
\$2000 - \$2499	123	5.2%
\$2500 - \$2999	33	1.4%
\$3000+	30	1.3%
With No Mortgage	487	20.5%
Median Monthly Owner Costs for Units with Mortgage	\$1,405	
Average Monthly Owner Costs for Units with Mortgage	\$1,450	

## Census 2000 Specified Renter Occupied Housing Units by Contract Rent

	Number	Percent
Total	734	100.0%
Paying Cash Rent	710	96.7%
< \$100	16	2.2%
\$100 - \$149	0	0.0%
\$150 - \$199	17	2.3%
\$200 - \$249	43	5.9%
\$250 - \$299	0	0.0%
\$300 - \$349	16	2.2%
\$350 - \$399	0	0.0%
\$400 - \$449	8	1.1%
\$450 - \$499	12	1.6%
\$500 - \$549	16	2.2%
\$550 - \$599	8	1.1%
\$600 - \$649	78	10.6%
\$650 - \$699	119	16.2%
\$700 - \$749	56	7.6%
\$750 - \$799	32	4.4%
\$800 - \$899	149	20.3%
\$900 - \$999	31	4.2%
\$1000 - \$1249	87	11.9%
\$1250 - \$1499	13	1.8%
\$1500 - \$1999	9	1.2%
\$2000+	0	0.0%
No Cash Rent	24	3.3%
Median Rent	\$720	
Average Rent	\$715	
Average Gross Rent (with Utilities)	\$831	

Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Contract Rent and Average Gross Rent exclude units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



# Disposable Income Profile

Prepared by Lake County Partners

Place: 1779267 Wauconda Village, IL

	Census 2000	2006	2011	2006-2011 Change	2006-2011 Annual Rate
Population	9,448	12,417	13,811	1,394	2.15%
Median Age	35.8	39.7	40.5	0.8	0.4%
Households	3,611	4,568	5,038	470	1.98%
Average Household Size	2.58	2.70	2.72	0.02	0.15%

## 2006 Households by Disposable Income

	Number	Percent
Total	4,568	100.0%
<\$15,000	376	8.2%
\$15,000 - \$24,999	385	8.4%
\$25,000 - \$34,999	461	10.1%
\$35,000 - \$49,999	823	18.0%
\$50,000 - \$74,999	1,277	28.0%
\$75,000 - \$99,999	575	12.6%
\$100,000 - \$149,999	427	9.3%
\$150,000 - \$199,999	109	2.4%
\$200,000+	135	3.0%
Median Disposable Income	\$52,943	
Average Disposable Income	\$68,264	

## 2006 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	83	602	1,065	1,114	800	468	436
<\$15,000	23	19	18	31	83	82	119
\$15,000 - \$24,999	6	38	36	39	66	82	118
\$25,000 - \$34,999	8	72	96	80	90	57	59
\$35,000 - \$49,999	9	126	238	173	143	91	43
\$50,000 - \$74,999	14	218	379	351	163	100	51
\$75,000 - \$99,999	9	57	128	227	106	25	23
\$100,000 - \$149,999	6	45	112	133	99	22	10
\$150,000 - \$199,999	4	10	26	36	24	4	6
\$200,000+	4	17	32	44	26	5	7
Median Disposable Income	\$41,430	\$53,000	\$56,298	\$63,719	\$51,839	\$36,500	\$22,620
Average Disposable Income	\$66,366	\$67,695	\$74,113	\$82,186	\$70,436	\$46,270	\$39,078

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census Population and Housing. ESRI forecasts for 2006 and 2011.



Place: 1779267 Wauconda Village, IL

	Census 2000	2006	2011	2006-2011 Change	2006-2011 Annual Rate
Population	9,448	12,417	13,811	1,394	2.15%
Median Age	35.8	39.7	40.5	0.8	0.4%
Households	3,611	4,568	5,038	470	1.98%
Average Household Size	2.58	2.70	2.72	0.02	0.15%

## 2006 Households by Net Worth

	Number	Percent
Total	4,569	100.0%
<\$15,000	660	14.4%
\$15,000 - \$34,999	283	6.2%
\$35,000 - \$49,999	163	3.6%
\$50,000 - \$74,999	256	5.6%
\$75,000 - \$99,999	211	4.6%
\$100,000 - \$149,999	383	8.4%
\$150,000 - \$249,999	552	12.1%
\$250,000 - \$499,999	977	21.4%
\$500,000+	1,084	23.7%
Median Net Worth	\$200,305	
Average Net Worth	\$640,626	

## 2006 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	83	600	1,065	1,114	801	467	437
<\$15,000	56	233	76	77	113	74	31
\$15,000 - \$34,999	7	76	92	38	33	13	24
\$35,000 - \$49,999	1	50	56	22	13	5	16
\$50,000 - \$99,999	2	54	147	82	70	63	48
\$100,000 - \$149,999	16	38	98	87	56	48	40
\$150,000 - \$249,999	0	78	109	140	112	42	70
\$250,000+	1	71	487	668	404	222	208
Median Net Worth	\$11,116	\$31,316	\$199,450	\$250,001	\$250,001	\$215,415	\$229,233
Average Net Worth	\$38,967	\$136,996	\$568,340	\$903,640	\$905,629	\$817,816	\$683,332

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



# Detailed Income Profile

Prepared by Lake County Partners

Place: 1779267 Wauconda Village, IL

	Census 2000	2006	2011	2006-2011 Change	2006-2011 Annual Rate
Population	9,448	12,417	13,811	1,394	2.15%
Households	3,611	4,568	5,038	470	1.98%
Average Household Size	2.58	2.70	2.72	0.02	0.15%
Families	2,405	3,144	3,406	262	1.61%
Average Family Size	3.16	3.24	3.3	0.06	0.37%

	Census 2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
<b>Households by Income</b>						
HH Income Base	3,584	100.0%	4,567	100.0%	5,037	100.0%
< \$10,000	146	4.1%	159	3.5%	157	3.1%
\$10,000 - \$14,999	155	4.3%	134	2.9%	103	2.0%
\$15,000 - \$19,999	115	3.2%	126	2.8%	120	2.4%
\$20,000 - \$24,999	243	6.8%	141	3.1%	118	2.3%
\$25,000 - \$29,999	140	3.9%	189	4.1%	147	2.9%
\$30,000 - \$34,999	144	4.0%	128	2.8%	151	3.0%
\$35,000 - \$39,999	142	4.0%	173	3.8%	129	2.6%
\$40,000 - \$44,999	279	7.8%	127	2.8%	166	3.3%
\$45,000 - \$49,999	158	4.4%	200	4.4%	119	2.4%
\$50,000 - \$59,999	342	9.5%	426	9.3%	364	7.2%
\$60,000 - \$74,999	585	16.3%	530	11.6%	561	11.1%
\$75,000 - \$99,999	555	15.5%	917	20.1%	863	17.1%
\$100,000 - \$124,999	245	6.8%	545	11.9%	718	14.3%
\$125,000 - \$149,999	135	3.8%	270	5.9%	524	10.4%
\$150,000 - \$199,999	126	3.5%	247	5.4%	350	6.9%
\$200,000 - \$249,999	74	2.1%	100	2.2%	195	3.9%
\$250,000 - \$499,999	N/A		115	2.5%	167	3.3%
\$500,000+	N/A		40	0.9%	85	1.7%
Median Household Income	\$57,577		\$73,297		\$84,185	
Average Household Income	\$66,630		\$91,102		\$110,673	
Per Capita Income	\$26,355		\$33,794		\$40,725	

<b>Families by Income</b>						
Family Income Base	2,438	100.0%	3,143	100.0%	3,407	100.0%
< \$10,000	30	1.2%	34	1.1%	31	0.9%
\$10,000 - \$14,999	36	1.5%	38	1.2%	27	0.8%
\$15,000 - \$19,999	35	1.4%	37	1.2%	32	0.9%
\$20,000 - \$24,999	129	5.3%	52	1.7%	42	1.2%
\$25,000 - \$29,999	54	2.2%	101	3.2%	54	1.6%
\$30,000 - \$34,999	63	2.6%	60	1.9%	82	2.4%
\$35,000 - \$39,999	89	3.7%	90	2.9%	59	1.7%
\$40,000 - \$44,999	215	8.8%	81	2.6%	91	2.7%
\$45,000 - \$49,999	119	4.9%	145	4.6%	71	2.1%
\$50,000 - \$59,999	239	9.8%	321	10.2%	264	7.7%
\$60,000 - \$74,999	458	18.8%	382	12.2%	386	11.3%
\$75,000 - \$99,999	465	19.1%	728	23.2%	598	17.6%
\$100,000 - \$124,999	205	8.4%	410	13.0%	631	18.5%
\$125,000 - \$149,999	127	5.2%	233	7.4%	293	8.6%
\$150,000 - \$199,999	108	4.4%	196	6.2%	348	10.2%
\$200,000 - \$249,999	66	2.7%	100	3.2%	159	4.7%
\$250,000 - \$499,999	N/A		104	3.3%	171	5.0%
\$500,000+	N/A		31	1.0%	68	2.0%
Median Family Income	\$65,768		\$80,929		\$98,151	
Average Family Income	\$77,751		\$102,890		\$126,933	

**Data Note:** Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



# Retail Goods and Services Expenditures

Prepared by Lake County Partners

Place: 1779267 Wauconda Village, IL

Top Tapestry Segments:		Demographic Summary		2006	2011
Sophisticated Squires	30.6%	Population		12,417	13,811
In Style	16.0%	Households		4,568	5,038
Main Street, USA	14.9%	Families		3,144	3,406
Suburban Splendor	14.8%	Median Age		39.7	40.5
Cozy and Comfortable	9.3%	Median Household Income		\$73,297	\$84,185

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	95	\$2,577.45	\$11,773,785
Men's	101	\$522.37	\$2,386,170
Women's	87	\$810.67	\$3,703,137
Children's	108	\$482.21	\$2,202,745
Footwear	51	\$251.84	\$1,150,407
Watches & Jewelry	140	\$261.01	\$1,192,275
Apparel Products and Services <sup>1</sup>	169	\$249.35	\$1,139,051
<b>Computer</b>			
Computers and Hardware for Home Use	134	\$302.22	\$1,380,552
Software and Accessories for Home Use	134	\$42.29	\$193,159
<b>Entertainment &amp; Recreation</b>	131	\$4,329.80	\$19,778,522
<b>Fees and Admissions</b>	145	\$885.20	\$4,043,588
Membership Fees for Clubs <sup>2</sup>	146	\$238.57	\$1,089,794
Fees for Participant Sports, excl. Trips	142	\$161.32	\$736,891
Admission to Movie/Theatre/Opera/Ballet	137	\$202.36	\$924,385
Admission to Sporting Events, excl. Trips	145	\$82.83	\$378,380
Fees for Recreational Lessons	158	\$200.12	\$914,138
<b>TV/Video/Sound Equipment</b>	124	\$1,354.84	\$6,188,921
Community Antenna or Cable Television	121	\$724.03	\$3,307,388
Color Televisions	133	\$168.23	\$768,497
VCRs, Video Cameras, and DVD Players	131	\$52.40	\$239,371
Video Cassettes and DVDs	124	\$64.44	\$294,347
Video Game Hardware and Software	130	\$46.50	\$212,418
Satellite Dishes	126	\$2.77	\$12,645
Rental of Video Cassettes and DVDs	126	\$77.73	\$355,085
Sound Equipment <sup>3</sup>	126	\$211.32	\$965,324
Rental and Repair of TV/Sound Equipment	124	\$7.41	\$33,846
Pets	142	\$590.50	\$2,697,423
Toys and Games	130	\$255.33	\$1,166,357
Recreational Vehicles and Fees <sup>4</sup>	130	\$531.42	\$2,427,537
Sports/Recreation/Exercise Equipment <sup>5</sup>	102	\$230.00	\$1,050,619
Photo Equipment and Supplies <sup>6</sup>	135	\$191.37	\$874,194
Reading <sup>7</sup>	133	\$291.13	\$1,329,883
<b>Food</b>	123	\$10,147.86	\$46,355,405
<b>Food at Home</b>	121	\$5,929.60	\$27,086,424
Bakery and Cereal Products	121	\$877.70	\$4,009,311
Meat, Poultry, Fish, and Eggs	118	\$1,529.96	\$6,988,841
Dairy Products	121	\$649.00	\$2,964,617
Fruit and Vegetables	122	\$1,045.12	\$4,774,104
Snacks and Other Food at Home <sup>8</sup>	121	\$1,827.84	\$8,349,551
<b>Food Away from Home</b>	126	\$4,218.25	\$19,268,981
Alcoholic Beverages	127	\$729.02	\$3,330,143
Nonalcoholic Beverages at Home	119	\$502.80	\$2,296,774



# Retail Goods and Services Expenditures

Prepared by Lake County Partners

Place: 1779267 Wauconda Village, IL

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	155	\$7,239.59	\$33,070,465
Vehicle Loans	120	\$7,120.81	\$32,527,862
<b>Health</b>			
Nonprescription Drugs	117	\$133.49	\$609,769
Prescription Drugs	109	\$621.81	\$2,840,429
Eyeglasses and Contact Lenses	131	\$112.41	\$513,502
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	150	\$12,255.22	\$55,981,847
Maintenance and Remodeling Services	150	\$2,668.32	\$12,188,872
Maintenance and Remodeling Materials <sup>10</sup>	144	\$525.61	\$2,400,993
Utilities, Fuel, and Public Services	122	\$5,164.18	\$23,589,954
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	136	\$180.89	\$826,327
Furniture	136	\$841.71	\$3,844,935
Floor Coverings	154	\$129.97	\$593,703
Major Appliances <sup>12</sup>	131	\$372.21	\$1,700,274
Housewares <sup>13</sup>	107	\$109.68	\$501,037
Small Appliances	127	\$47.33	\$216,217
Luggage	145	\$14.87	\$67,907
Telephones and Accessories	53	\$29.63	\$135,361
<b>Household Operations</b>			
Child Care	144	\$596.34	\$2,724,100
Lawn and Garden <sup>14</sup>	128	\$556.82	\$2,543,573
Moving/Storage/Freight Express	122	\$63.55	\$290,317
Housekeeping Supplies <sup>15</sup>	125	\$940.64	\$4,296,856
<b>Insurance</b>			
Owners and Renters Insurance	131	\$577.80	\$2,639,397
Vehicle Insurance	125	\$1,716.30	\$7,840,062
Life/Other Insurance	132	\$852.70	\$3,895,137
Health Insurance	118	\$2,119.99	\$9,684,109
Personal Care Products <sup>16</sup>	123	\$554.99	\$2,535,178
School Books and Supplies <sup>17</sup>	117	\$137.40	\$627,628
Smoking Products	110	\$544.73	\$2,488,313
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	121	\$7,107.76	\$32,468,230
Gasoline and Motor Oil	120	\$2,223.45	\$10,156,730
Vehicle Maintenance and Repairs	126	\$1,353.55	\$6,183,005
<b>Travel</b>			
Airline Fares	139	\$547.97	\$2,503,138
Lodging on Trips	140	\$555.53	\$2,537,642
Auto/Truck/Van Rental on Trips	147	\$66.53	\$303,930
Food and Drink on Trips	135	\$616.68	\$2,817,001

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.



# Retail Goods and Services Expenditures

Prepared by Lake County Partners

Place: 1779267 Wauconda Village, IL

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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Place: 1779267 Wauconda Village, IL

## Summary Demographics

2006 Population	12,417
2006 Households	4,568
2006 Median Disposable Income	\$52,943
2006 Per Capita Income	\$33,794

## Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$266,402,535	\$160,923,498	\$-105,479,037	-24.7	110
Total Retail Trade (NAICS 44-45)	\$248,339,182	\$139,668,026	\$-108,671,156	-28.0	77
Total Food & Drink (NAICS 722)	\$18,063,353	\$21,255,472	\$3,192,119	8.1	33

Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$100,614,964	\$37,476,192	\$-63,138,772	-45.7	18
Automobile Dealers (NAICS 4411)	\$78,209,203	\$32,903,931	\$-45,305,272	-40.8	6
Other Motor Vehicle Dealers (NAICS 4412)	\$19,113,420	\$3,317,092	\$-15,796,328	-70.4	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,292,341	\$1,255,169	\$-2,037,172	-44.8	7
Furniture & Home Furnishings Stores (NAICS 442)	\$33,074,287	\$5,564,732	\$-27,509,555	-71.2	8
Furniture Stores (NAICS 4421)	\$236,403	\$2,943,957	\$2,707,554	85.1	1
Home Furnishings Stores (NAICS 4422)	\$32,837,884	\$2,620,775	\$-30,217,109	-85.2	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$12,933,836	\$3,421,886	\$-9,511,950	-58.2	8
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$13,936,429	\$5,545,721	\$-8,390,708	-43.1	12
Building Material and Supplies Dealers (NAICS 4441)	\$10,555,808	\$4,992,934	\$-5,562,874	-35.8	8
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,380,621	\$552,787	\$-2,827,834	-71.9	4
Food & Beverage Stores (NAICS 445)	\$7,770,866	\$23,490,029	\$15,719,163	50.3	1
Grocery Stores (NAICS 4451)	\$7,770,866	\$20,110,592	\$12,339,726	44.3	1
Specialty Food Stores (NAICS 4452)	\$0	\$1,827,359	\$1,827,359	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$0	\$1,552,078	\$1,552,078	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$38,972,702	\$5,564,560	\$-33,408,142	-75.0	6
Gasoline Stations (NAICS 447/4471)	\$31,907,039	\$14,946,867	\$-16,960,172	-36.2	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,058,462	\$9,133,101	\$8,074,639	79.2	1
Clothing Stores (NAICS 4481)	\$0	\$7,199,188	\$7,199,188	100.0	0
Shoe Stores (NAICS 4482)	\$0	\$1,218,457	\$1,218,457	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,058,462	\$715,456	\$-343,006	-19.3	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$815,437	\$2,042,175	\$1,226,738	42.9	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$815,437	\$1,427,195	\$611,758	27.3	2
Book, Periodical, and Music Stores (NAICS 4512)	\$0	\$614,980	\$614,980	100.0	0

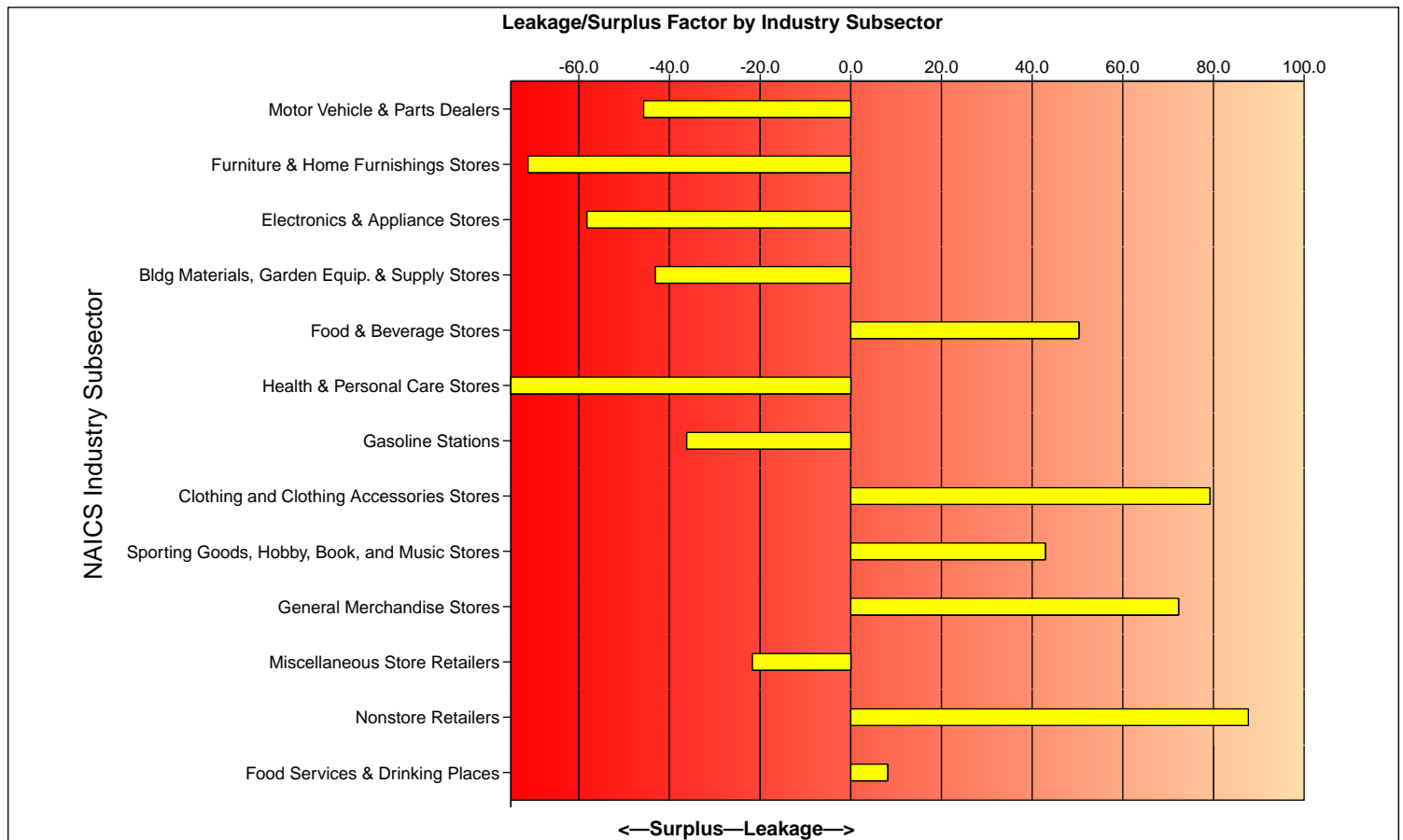
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®



Place: 1779267 Wauconda Village, IL

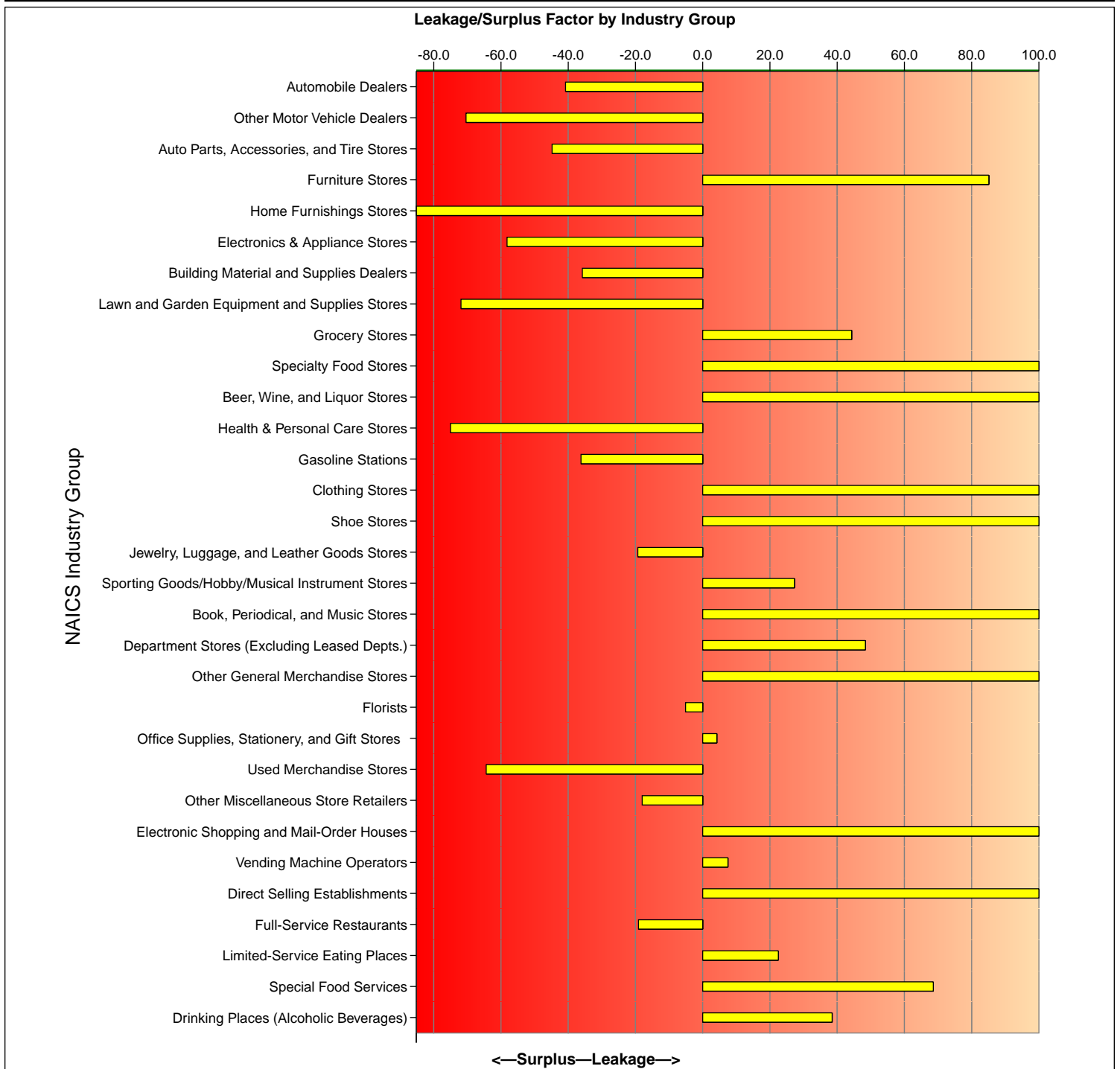
Industry Group	Supply (Retail Sales)	Demand (Retail Potential)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$3,164,466	\$19,718,700	\$16,554,234	72.3	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,164,466	\$9,112,280	\$5,947,814	48.4	4
Other General Merchandise Stores (NAICS 4529)	\$0	\$10,606,420	\$10,606,420	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$3,396,739	\$2,184,043	\$-1,212,696	-21.7	12
Florists (NAICS 4531)	\$463,481	\$418,769	\$-44,712	-5.1	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$260,272	\$283,325	\$23,053	4.2	1
Used Merchandise Stores (NAICS 4533)	\$784,000	\$169,623	\$-614,377	-64.4	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,888,986	\$1,312,326	\$-576,660	-18.0	5
Nonstore Retailers (NAICS 454)	\$693,955	\$10,580,020	\$9,886,065	87.7	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$7,725,335	\$7,725,335	100.0	0
Vending Machine Operators (NAICS 4542)	\$693,955	\$806,340	\$112,385	7.5	1
Direct Selling Establishments (NAICS 4543)	\$0	\$2,048,345	\$2,048,345	100.0	0
Food Services & Drinking Places (NAICS 722)	\$18,063,353	\$21,255,472	\$3,192,119	8.1	33
Full-Service Restaurants (NAICS 7221)	\$9,632,985	\$6,546,695	\$-3,086,290	-19.1	1
Limited-Service Eating Places (NAICS 7222)	\$7,753,245	\$12,249,603	\$4,496,358	22.5	27
Special Food Services (NAICS 7223)	\$300,927	\$1,612,921	\$1,311,994	68.6	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$376,196	\$846,253	\$470,057	38.5	2



Source: ESRI and infoUSA®



Place: 1779267 Wauconda Village, IL



Source: ESRI and infoUSA®



# Business Summary by SIC Codes

Prepared by Lake County Partners

Place: 1779267 Wauconda Village, IL

Total Businesses:	653
Total Employees:	6,354
Total Residential Population:	12,417
Daytime/Nighttime Population Ratio:	0.51

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	23	3.5%	236	3.7%
Construction	92	14.1%	651	10.2%
Manufacturing	68	10.4%	937	14.7%
Transportation	12	1.8%	66	1.0%
Communication	4	0.6%	24	0.4%
Electric, Gas, Water, Sanitary Services	4	0.6%	17	0.3%
Wholesale Trade	74	11.3%	821	12.9%
Retail Trade Summary	116	17.8%	1,143	18.0%
Home Improvement	12	1.8%	72	1.1%
General Merchandise Stores	4	0.6%	14	0.2%
Food Stores	4	0.6%	34	0.5%
Auto Dealers, Gas Stations, Auto Aftermarket	21	3.2%	219	3.4%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	20	3.1%	157	2.5%
Eating & Drinking Places	33	5.1%	396	6.2%
Miscellaneous Retail	22	3.4%	251	4.0%
Finance, Insurance, Real Estate Summary	42	6.4%	175	2.8%
Banks, Savings & Lending Institutions	13	2.0%	90	1.4%
Securities Brokers	3	0.5%	5	0.1%
Insurance Carriers & Agents	11	1.7%	27	0.4%
Real Estate, Holding, Other Investment Offices	15	2.3%	53	0.8%
Services Summary	197	30.2%	2,130	33.5%
Hotels & Lodging	1	0.2%	2	0.0%
Automotive Services	26	4.0%	106	1.7%
Motion Pictures & Amusements	17	2.6%	97	1.5%
Health Services	20	3.1%	210	3.3%
Legal Services	6	0.9%	18	0.3%
Education Institutions & Libraries	10	1.5%	364	5.7%
Other Services	117	17.9%	1,333	21.0%
Government	12	1.8%	149	2.3%
Other	9	1.4%	5	0.1%
Totals	653	100.0%	6,354	100.0%

Source: Business data provided by InfoUSA, Omaha NE Copyright 2006, all rights reserved. ESRI forecasts for 2006.



# Business Summary by NAICS Codes

Prepared by Lake County Partners

Place: 1779267 Wauconda Village, IL

Total Businesses:	653			
Total Employees:	6,354			
Total Residential Population:	12,417			
Daytime/Nighttime Population Ratio:	0.51			
	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.3%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	2	0.3%	0	0.0%
Construction	99	15.2%	679	10.7%
Manufacturing	73	11.2%	935	14.7%
Wholesale Trade	72	11.0%	812	12.8%
Retail Trade	77	11.8%	729	11.5%
Motor Vehicle & Parts Dealers	18	2.8%	196	3.1%
Furniture & Home Furnishings Stores	8	1.2%	48	0.8%
Electronics & Appliance Stores	8	1.2%	94	1.5%
Bldg Material & Garden Equipment & Supplies Dealers	12	1.8%	72	1.1%
Food & Beverage Stores	2	0.3%	30	0.5%
Health & Personal Care Stores	6	0.9%	219	3.4%
Gasoline Stations	3	0.5%	23	0.4%
Clothing & Clothing Accessories Stores	1	0.2%	5	0.1%
Sport Goods, Hobby, Book, & Music Stores	2	0.3%	5	0.1%
General Merchandise Stores	4	0.6%	14	0.2%
Miscellaneous Store Retailers	12	1.8%	23	0.4%
Nonstore Retailers	1	0.2%	0	0.0%
Transportation & Warehousing	8	1.2%	35	0.6%
Information	8	1.2%	96	1.5%
Finance & Insurance	27	4.1%	122	1.9%
Central Bank/Credit Intermediation & Related Activities	12	1.8%	90	1.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	4	0.6%	5	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	11	1.7%	27	0.4%
Real Estate, Rental & Leasing	22	3.4%	84	1.3%
Professional, Scientific & Tech Services	44	6.7%	642	10.1%
Legal Services	7	1.1%	18	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	32	4.9%	755	11.9%
Educational Services	16	2.5%	324	5.1%
Health Care & Social Assistance	28	4.3%	245	3.9%
Arts, Entertainment & Recreation	12	1.8%	95	1.5%
Accommodation & Food Services	34	5.2%	398	6.3%
Accommodation	1	0.2%	2	0.0%
Food Services & Drinking Places	33	5.1%	396	6.2%
Other Services (except Public Administration)	73	11.2%	239	3.8%
Automotive Repair & Maintenance	21	3.2%	97	1.5%
Public Administration	12	1.8%	149	2.3%
Unclassified Establishments	12	1.8%	15	0.2%
Total	653	100.0%	6,354	100.0%

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